



The Northfield Press

Published in the Interest of the People of Northfield and Vicinity



Founded 1907 No. 4332

Northfield, Massachusetts, Friday, August 13, 1943

Price — Three Cents

Air Warning Week Is Observed Here More Watchers Wanted

Men and women in Northfield who wear no uniforms serve with the Air Corps. These patriotic citizens perform duties which are vitally important to defense. They will have an important place in history.

These men and women report planes flying over this area to an Information Center where each flight is plotted.

Throughout New England there are thousands of observers watching the skies night and day. When a plane passes within sight or hearing of an observation post it is reported to an Information Center. These reports are evaluated and relayed to the Operations Room where the course of each flight is plotted on huge maps. Officials of the Army, Navy, Anti-Aircraft and all civilian defense units watch the progress of each flight from a balcony. Each officer knows where the planes of his unit are at all times and identifies each flight as it appears on the map.

In the event a plane cannot be identified, a controller contacts squadron leaders at the aviation fields and fighter pilots zoom into the sky to investigate and if necessary fight off invaders. At night a blackout would be ordered instantly and all defense units would go into action. Search lights would sweep the skies and Anti-Aircraft units would man their guns.

While it is the primary purpose of these men and women to guard against the invader, they perform an important function every day. Pilots flying over this area on training flights frequently become lost and depend upon these civilians to tell the Information Center of their whereabouts. In the event of a crash, aid can be dispatched almost instantaneously because of these ground observers who are on the job night and day.

During summer months, there is an increase in aerial activity and more men and women are urgently needed at the local observation post now. A few days ago Colonel Merrick, Commanding Officer of the Boston Fighter Wing which protects this section appealed to the citizens of Northfield for volunteers for this important work. No special training is necessary and a new work can become skilled at this duty after a few easy lessons.

Many of the volunteers serving at the observation post have civilian jobs yet find time to carry on a share of this activity. A volunteer can select hours which will not conflict with his daily routine. If you can devote a few hours of your time morning, afternoon or evening each week you will be more than welcome.

Chief Observer F. Warren Whitman is assisting the First Fighter Command in its drive for volunteers here and he will be glad to tell volunteers how they may register for this service. His phone number is 547.

Secured License To Wed

From New York city comes a report that Miss Ruth Elise Ruhl, daughter of the Rev. and Mrs. Hesser C. Ruhl of the Ashuelot road, of this town and Benjamin Taylor Hannah of the USN, son of Mr. and Mrs. George L. Hannah of Knoxville, Tenn., secured a license to marry in the office of the city clerk in New York city on Saturday, August 7. Miss Ruhl is an instructress with the International Business Machines Co. The day of the wedding was not divulged by them.

Announce Engagement

Mr. and Mrs. Robert R. Voorhies of Windsor, Conn., and summer residents of Northfield, announce the engagement of their daughter, Alice R. Voorhies to Jerome J. Rutherford of Antrim, N. H. The wedding will take place in the early fall. Miss Voorhies is a granddaughter of Mrs. William S. Voorhies of Mendham, N. J., and East Northfield.

"Heavenly Destiny" Book By Local Author On Life Of Mrs. Moody

Publication this fall of the first book to be written on the life of Mrs. Dwight L. Moody has just been announced here. It's appearance will be an important part of the observance of the 100th anniversary of her birth. Although fifty-six books have been written about her husband, the world-famous evangelist and teacher of the late 19th century who founded the Northfield Schools, most of the material in the forthcoming book about Mrs. Moody has never appeared in print.

Under the title of "Heavenly Destiny" the life story of Emma Revell Moody will be published by the Moody Press of Chicago, an organization whose foundation was also laid by D. L. Moody. The author, Mrs. Emma Moody Powell, is the oldest living granddaughter of Mrs. Moody.

Announcement of the book was made during the Northfield General Conference, which has been held here annually since it was founded by Mr. Moody in 1880.

Graduates Class Of Nine Hermion Summer School

Mount Hermon School's first off-season commencement under the new accelerated program was held Friday afternoon, August 13 at the close of an eight-weeks' summer session. Nine boys were granted diplomas and 51 more received a semester's credit leading to January graduation. Total enrollment of the Summer School was 90.

Mount Hermon's headmaster, Dr. William E. Park, delivered the commencement address and presented the diplomas in the brief ceremony in which Mr. W. Howard Niblock, director of the Summer School, also participated.

The graduates were the following: Keith Allen, Robert M. Benbow, Robert M. Kenney, Donald N. Lindell, Robert E. Smith, Donald E. Stevens, Charles R. Thompson, William R. Tethill and John R. Finch.

Mrs. Bess Whittle Dies

Mrs. Bess Fray Whittle, widow of the late Charles Everett Whittle, died on Friday, August 6th after a long illness. She had made her home in Marblehead for several years, although formerly was a resident of this town on Highland Ave. Her husband was the son of Major D. W. Whittle, well known in the early days of the activities of Dwight L. Moody, and he was also a brother of Mrs. William R. Moody. She was born in Jonesboro, Vt. in 1868 and was a sister of E. S. Fray of this town. Surviving are two daughters, Mrs. Margaret Rice and Mrs. Ronald M. Easley both of Marblehead. Funeral services were held at the Homestead, the home of Mrs. Moody, on Sunday afternoon at 3 o'clock.

Local Boy Promoted For Pilot Training

From Maxwell Field, near Montgomery, Alabama, comes the information that "Ted" Powell, son of Mr. and Mrs. Edward M. Powell of this town, is advanced for a course of nine weeks' training in the Army Air Force pre-flight school for pilots. As an aviation cadet he will undergo intensive military, physical and academic training, preparatory to actual flight instruction. "Ted" is a graduate of Mount Hermon school and has a host of friends in this community interested in his career in the service.

CARD OF THANKS

I wish to express my thanks to all of the friends and neighbors who were so kind and sympathetic after the sudden death of my beloved mother, Mary M. Nye, and for the many beautiful flowers which were sent at the time of the funeral. I deeply appreciate the many acts of kindness to me.

Nellie R. Nye
163 Main St.
East Northfield

Rev. Merrill Moore Dr. Arthur L. Berger Local Church Speakers

In the announcement of services at the local Congregational church for Sunday, August 22, which begins at 11 o'clock, the pastor, Rev. Edward C. Dahl, will preach in the morning and in the evening at 8 o'clock the sermon will be by Rev. Merrill Miles Moore, a native of this town and a graduate of Mount Hermon school, who is Rector of Trinity Episcopal church of Bethlehem, Pa.

On Sunday, August 29, again the morning service will be conducted by the pastor, and in the evening the speaker will be the Rev. Arthur L. Berger, pastor of the Elmwood Ave. Presbyterian church of Syracuse, N. Y. Mr. Berger is a summer resident of this town and has just been re-elected president of the Rustic Ridge Association. The public are cordially invited to attend these services. On Thursday evenings the prayer meeting will be held at the church at 7.30 o'clock. Choir rehearsals will be Sunday mornings at ten o'clock. Each Tuesday morning, this month, Mr. Dahl will conduct devotions over WHAI at 9 o'clock.

A Graduate Of Hermon Classified As Pilot

Information is received that Robert D. Kirk, son of Mrs. Hazel D. Kirk of New Haven, Conn., has been classified as a pilot, at the classification center at Nashville, Tenn., and has been transferred to Maxwell Field in Alabama. Robert Kirk attended Mount Hermon school and graduated in 1941. He was employed in the accounting department of the Southern New England Telephone Co. at New Haven and enlisted as an aviation cadet, January 30 of this year. He has received his training at Atlantic City and at Seymour Johnson Field in Goldsboro, N. C. He then pursued a course at St. Vincent College in Latrobe, Pa. Robert while at Hermon and since has featured in music. At Hermon he was a member of the choir during '40 and '41, of the Glee Club, the quartette and the "A Capella" and was awarded a music prize at his graduation. At New Haven he sang with the Telephone Glee Club, the University Glee club and sang with several church choirs. He has proven that he has marked musical ability and his many friends here and elsewhere follow his career with much interest. In cordial greeting they now wish him "safe flying".

Much Talk On Roads At Highway Hearing

Last week in Greenfield, Public Works Commissioner Herman McDonald of Boston, held a hearing with the County Commissioners and representatives from the selectmen of all the various towns in the county, over the allotments for Chapter 90, road work. Myron Dunnell of our selectmen who supervises the road work in Northfield, attended and spoke on conditions existing here and was informed that in the schedule of allowances, this community would receive the sum of \$500. The total sum allotted to all towns amounts to \$9,900 and will be matched by an equal amount from the county and the state. The Commissioner announced that all new highway construction would have to wait the "duration", but that afterward a huge program is in contemplation.

Vacation Authorizations

The permission of OPA to let car owners use their "A" coupons for vacation purposes has resulted in 64 Vacation Authorizations being issued to date by the Local Board to Northfield residents.

Motorists wishing to file applications for vacation, travel must satisfy their board that they have sufficient "A" coupons to make the round trip, and must submit their "A" books for the necessary notation.

Use of "B" or "C" coupons is not allowed, and only one trip is authorized. The speedometer reading must be given, as well as date of departure and return.

Motorists taking advantage of the vacation travel privilege will travel at their own risk, and will not be allowed further rations should they be stranded along the road.

It is hoped that the ban on pleasure driving may be lifted by September 1st, as tentatively promised by Acting OPA Administrator Chester Bowles, if observance of the restrictions is good during the rest of August.

Rationing Information And Important Items For Consideration

Canned Goods—Sept. 20—Blue stamps "R," "S," and "T," now valid, expire on this date.

Meats, Butter—Red stamps T, U, V and W now valid; expire August 31.

Sugar Stamp No. 14 now valid for five pounds through October 31. Stamps 15 and 16 now valid for five pounds each for home canning until Oct. 31.

Shoes—Oct. 31—Stamp No. 18 now valid for one pair through this date.

Gasoline—Coupon No. 6 in "A" book worth three gallons. B and C coupons worth 2½ gallons. Coupons must be indorsed on face in ink with automobile registration number and state.

Fuel Oil—Sept. 30—No. 5 fuel-oil coupons now valid until this date for 10 and 100 gallons depending on class.

Today—New No. 1 fuel-oil coupons good until Jan. 4, 1944. (Class 4, small domestic users, 10 gallons; class 5, large domestic users, 50 gallons.)

Tires—Sept. 30—Second tire inspection for A-book holders must be completed. Third inspection for C-book holders must be made by Aug. 30.

Rev. MacArthur Accepts Call Albany Church

The many friends in this community of the Rev. Dr. Fred MacArthur of the Federated church of Ludlow, Vermont will be interested to learn that he has resigned his present pastorate to accept a call as minister of the Madison Ave. Baptist church of Albany, N. Y., and will begin his work there on September 1st. Dr. MacArthur is the creator of the "Old Fashioned Githerin" meetings, which have been heard over the Keene radio and several times visited here and other churches in the vicinity. He is a nephew of Gen. Douglas MacArthur, in command of our military forces in the Pacific.

Local Grange Meeting

The Northfield Grange will hold a meeting next Tuesday evening, August 24 at the Grange hall. Each member attending will be called upon to express themselves on a plan for a lasting peace at the conclusion of the present war. It will be a symposium.

A social period will follow with refreshments. The committee in charge consists of Mrs. Gibson, Mrs. Hilliard and Mrs. C. I. Holton. All members of the Grange are urged to attend.

West Northfield - South Vernon

The work of remodeling the basement of the Advent Christian church is nearing completion. It will provide more room for the religious and social activities of the church and Sunday school and of the various organizations. The cost of the work will be met by voluntary contributions.

Mrs. Julia Ennis who has spent the winter at Warren, Ohio, has returned to her home here. She will also visit relatives at Amherst and Northampton.

Miss Alma Dunklee is one of the counselors of the 4-H camp now being conducted, at West Townsend.

Corp. Raymond Plotczyk of Hartford has returned to his post after spending a 14 day furlough with his parents, Mr. and Mrs. Andrew Plotczyk.

Warren G. Brown, who is employed at the GTD in Greenfield, recently enjoyed a week's vacation, during which he "biked" over the countryside and visited friends and relatives.

Miss Adelaide Marion Pelley, daughter of this town and Melford Pearson of Baudette, Minn., were united in marriage on Saturday, August 7 by the Rev. E. W. Blackstone of the Advent Christian church at his home. The bride was attended by Miss Marguerite Beattie of Stamford, Conn., and William E. Pelley, the bride's brother was best man. The couple left after the ceremony for a visit in Boston.

Mrs. C. I. Holton and Mr. and Mrs. Carlton Holton recently went to Hingham to visit Mrs. Shalla for a few days, who is their sister and aunt.

Miss Marjorie L. Tyler has accepted the position of teacher in the grammar grade of the Warwick, Mass., public school when it opens on September 1st.

Miss Emma Leavitt of Brookline is visiting at the home of her brother, Rev. Frank H. Leavitt.

For Your
Winter
Needs



LIGHT DOWNY

COMFORTORS

\$12.50

Rayon taffeta comfortors that are soft and lovely. Wool filled, attractively stitched in rose, blue, peach, wine, rose dust.

DOMESTIC DEPARTMENT — STREET FLOOR

WILSON'S

Greenfield

Fuel Oil Users Urged To Place Winter Orders Now

Users of fuel oil who have received their ration coupons from their local war price and rationing boards were urged today by F. L. Harold Sjöstrom, acting director of the District OPA Office, to place their orders for next winter's fuel oil with their dealers immediately, so that fuel tanks in this district can be filled at once.

"Reports from several oil companies have shown that consumers are holding off in ordering their fuel oil for next winter," Sjöstrom said. "This is blocking our efforts to create a reserve supply of oil before the winter heating season sets in. It is very important to get the oil that is at present in the dealers' storage tanks to be filled up again as promptly as we can."

During the past few weeks, the fuel oil panels of the local war price and rationing boards have been sending out the new ration coupons throughout this district, and coupons have now been sent to a large percentage of applicants.

A survey of the situation in Northfield reveals that there must be many empty tanks and our citizens are urged to get busy and order at once their maximum capacity.

Our local oil dealer, Myron Dunnell, states that he has an ample supply of oil on hand to meet present needs.

Marriage Planned Soon

The engagement of Miss Winifred Anne Chapin, who is a student nurse at the Cambridge hospital, to Lt. Richard Putnam Jeffrey, USN, of Leominster is announced by her parents, Mr. and Mrs. Frederick Chapin of this town. The wedding will take place on Tuesday, September 7, at the Wellesley Hills Congregational church. Miss Chapin graduated from the Turners Falls High school, class of '39 and then undertook the work of nursing as a profession. Lt. Jeffrey is a native of Leominster and a graduate of Annapolis, class of '39. He is now stationed at Wellesley Hills in naval service.

Made Many Dressings

The work of the Red Cross unit in Northfield which includes some 57 persons have made 7,635 surgical dressings during the month of July under the careful planning and direction of Mrs. Charles Taber, its chairman. Groups have met at the Alexander hall on Tuesday afternoon and evenings and also on Thursday afternoons. This is a commendable war work effort, and more women volunteers are needed.

Sears

Boys' New Fall Sport Coats \$8.95



For style conscious young men 16 to 20. Single breasted models with newest plain back. Part wool fabrics in latest plain and herringbone weaves. Camel, teal, luggage, and new off shades of blue and tan.

Gabardine Slacks

Extra value in these sturdy, solid color gabardines. Blue, brown, green, tan.

\$2.98



New Fall Patterned Sweaters \$2.19

Woven fronts with knit back and sleeves. Spring weight "part wools". Two-tone colorings in blue, brown or green. Sizes 8 to 18. See label for wool percentages.

Boys' Dress Shirts

89c
Fine cotton broadcloth in white or wash fast colors.



Boys' Poplin Jackets \$2.98

Sporty, long wearing. Button cuffs and elastic side inserts. Specially treated to repel rain and soil. Fully lined with plaid cotton flannel.

"Boyville" Boys' Hat

\$1.19
Snappy style, wool felt. Attractive bands. 6 3/4 - 7 1/4.

Sears, Roebuck and Co.

102 Main St.

Phone 5446

Greenfield

Buy United States War Bonds and Stamps

THE NORTHFIELD PHARMACY

ANNOUNCES THAT IT HAS AVAILABLE
THE PRESCRIPTIONS OF
THE LEWIS DRUG STORE
OF RECORD SINCE JULY 20, 1929

HARRY L. GINGRAS, Prop.

MR. FARMER:--

DO YOU NEED CASH TO RAISE A CROP?

If you are going to need cash for seeds, fertilizer, labor or machinery this spring, we would be glad to discuss the matter with you.

Perhaps a bank loan will help you to make a bigger and better crop. If so, we want to help.

"FOOD WILL WIN THE WAR"

Vermont-Peoples National Bank

BRATTLEBORO — Established 1821

Member Federal Deposit Insurance Corporation

VERMONT SECURITIES, Inc.

Listed — STOCKS — BONDS — Unlisted

BOUGHT — SOLD — QUOTED

American Building Telephone 55 Brattleboro

OUR CARS are going to have TO LAST LONGER than we might ordinarily keep them. TAKE GOOD CARE of yours for the DURATION.

Bring your car in for a check-up.

Time to change to Summer Grease and Oil

The Northfield Hotel Garage

Tel. 341

TOWN TOPICS

Rev. Dr. J. L. Peacock of Saxtons River, Vt., who is at his summer home on the Ridge, was the preacher at the services of the Calvary Baptist church at Westfield, R. I., on Sunday, August 8. He had formerly served the church as minister for five years.

Miss Betsey Voorhies of Morris Plains, N. J., is spending some time with her grandmother, Mrs. William Voorhies at her cottage in Pine Grove.

Rev. and Mrs. W. R. McDermott of Brooklyn are at their summer cottage in Mountain Park for the month of August.

Miss Elsie Watson has arrived from Detroit to spend the remainder of the summer vacation at the home of her parents, Mr. and Mrs. Richard Watson of Winchester Road.

Ernest N. Kirmann of the faculty of the Northfield schools is taking a course of study at Harvard this summer.

Mrs. Emily Kirk of the Seminary has gone for a visit with relatives this month at Wayne, Pa.

Mr. and Mrs. Spurgeon Gage of this town have conveyed to Rev. and Mrs. Crawford of Newcomb, N. J., title to a plot of ground, containing about an acre, on the easterly side of the Winchester road, north of the residence of Mr. and Mrs. Charles Olds.

An opportunity is offered women to become manual occupation trainees with the Navy at air stations at Quonset, R. I., by competitive examination. Information at the East Northfield postoffice.

From the San Antonio, Texas, Aviation Center comes a report that 129 young men from Massachusetts are enrolled for a course in pre-flight training and among the number is Earle M. Smith from Mount Hermon.

Mr. and Mrs. Ernest Parker of the Farms recently spent a few days at his camp in Kennebunk port, Maine.

Henry Lyman of Springfield, who has spent the summer at his residence on Maple Street, has not been in the best of health for some time and on July 24th it was necessary to return him to his home and then to a hospital where he underwent a serious operation. Information received is that he is making a slow recovery.

Mr. and Mrs. Harmon of West Brattleboro are at their summer cottage in the Pine Grove section of Rustic Ridge.

Wesley G. Atkins and members of his family are at Pine Lodge, their summer home on Rustic Ridge.

Mrs. Herbert P. Bruce and her daughter, Miss Dorothy Bruce are spending the summer at their cottage on the Ridge.

Rev. David O. Cowles and members of his family of East Orange, N. J., are at "Fernwood", their summer home on the Ridge.

Miss Virginia Powell who is with the Red Cross hospital station at Fort Devens, is enjoying a brief vacation at her home here.

Miss Elsie E. Tenney is spending a month's vacation from her work at the Brattleboro Memorial Hospital at the home of her parents, Mr. and Mrs. Charles Tenney of the Farms.

Pvt. Robert L. Miller, son of Mr. and Mrs. Carroll H. Miller has been transferred from Camp Pickett, Va., to the Walter Reed hospital at Washington for training as a surgical technician.

The summer home of Mr. and Mrs. Frank N. Ray of Providence, on Myrtle Street in Mountain Park, beside being occupied by them, have had as guests, Mrs. Harold Ray and children; Mr. and Mrs. Robert Ray and children and Mr. and Mrs. Charles Scanlon and family.

Birch-bower, the summer home of Mrs. Maude N. Voris of Jamaica, N. Y., is now occupied by her daughter and husband, Mr. and Mrs. John Laestadius of Brooklyn for their vacation.

Mr. and Mrs. H. F. Randolph and family of Westfield, N. J., are now at the home of her mother, Mrs. David Tomkins on Winchester Road.

Rev. Dr. J. Glover Johnson of Mount Hermon school was the speaker at the Union church services in Greenfield last Sunday at the First Baptist church.

Mr. and Mrs. Harry Gingress of the Northfield Pharmacy attended a representatives' meeting and dinner in Manchester, N. H., of the Rexall corporation last Friday.

Mr. and Mrs. Lee Howard are moving to Amherst to make their home, where he has secured a position.

Miss Helen L. Small of East Greenwich, R. I., and Lieut. Jefferson J. Weishaar Jr. of the USNR Dental corps were married in Riverside church, New York, Saturday, August 14. The bride is a graduate of the Seminary.

Announcement is made of the engagement of Miss Margaret Robinson of Ithaca, N. Y., to Dr. Bruce M. Cooper of East Angus, Quebec, who is now in the Royal Canadian medical corps. Miss Robinson is an alumna of Northfield Seminary.

Mrs. A. E. Davis of the Seminary staff spent a few days here recently of her summer vacation, accompanied by her son and wife, Lieut. and Mrs. A. A. Davis of Atlanta, Ga.

Miss Sarah K. Smith of Grand Rapids, Mich., who has been a guest of Mr. and Mrs. E. M. Powell has returned to her home.

Miss Constance Harvey, daughter of Mr. and Mrs. H. St. John Harvey, summer residents of this town, who recently graduated from the Northampton training school for the WAVES, is now an Ensign and has been ordered to Washington for duty.

Rev. Arthur Heeb, pastor of the local Unitarian church, who is on vacation was the preacher at the services of the First Parish Congregational church in Gilmanston, N. H., for the past two Sundays.

Mrs. James Dunbar of Detroit is visiting at the home of Mr. and Mrs. Richard Watson of Winchester Road. She is a sister of Mr. Watson. Mr. and Mrs. James Dyson of New Britain, Conn., are also guests at their home. Mrs. Dyson is a sister of Mrs. Watson.

Miss Alta M. Hale of West Cheshire, Conn., was a recent visitor at her cottage on Rustic Ridge.

According to an entry at the Registry, Rev. Philip T. Phelps of this town has decided to Elizabeth T. Otto Scholten of Neshanic, N. J., land and buildings on Rustic Ridge, between East Lane and Pine Road.

Mrs. R. H. Townner of Reno, Nevada, is making a stay at her beautiful home at Vernon, attending to some repairs and other work. She will also visit with her father, Rev. Owen Washburn in Guilford. She has already greeted many friends in Northfield.

CHEVROLET Dealer SERVICE

Regardless of where you live... regardless of what make of car or truck you drive... regardless of where you drive.

CHEVROLET DEALERS SERVICE ALL MAKES OF CARS AND TRUCKS

And there's a Chevrolet dealer nearby to serve you!... See him regularly and keep your car or truck serving for Victory.

Chevrolet dealers have dedicated themselves to this task: "SAVE THE WHEELS THAT SERVE AMERICA."

JORDAN MOTOR SALES

Hinsdale Road

East Northfield, Mass.

DELAND'S MUSIC STORE
27 CHAPMAN ST.
GREENFIELD - MASSACHUSETTS

CONVENIENT, COURTEOUS, AND EFFICIENT BANKING SERVICE AT THE
WINCHESTER NATIONAL BANK
Winchester, New Hampshire
Member Federal Reserve System
Member Federal Deposit Insurance Corporation

TODAY furs are an INVESTMENT!

Beaver-Dyed Coney
Sizes 10 to 44



Seal-Dyed Coney and
Beaver-Dyed Coney
Sizes 10 to 44

Neve Split
FUR COATS

are an investment in warmth, wear and style!

\$79.98 Plus Tax

STYLE—fashions created by Iris See, clever Hollywood designer.

WEAR—made the exclusive NEVASPLIT Way, which means 456% stronger at the seams... better wear and better fit!

WARMTH—selected furs—rich and glossy—the quality that spells cozy warmth.

COST—just look at our price and try to think of a better value. Furs have gone up, but these are still at last year's prices.

YOUR BEST INVESTMENT IS A NEVASPLIT FUR COAT—INVEST TODAY!

EXCLUSIVE WITH

WILSON'S

Greenfield

KEEP BUYING U. S. WAR BONDS AND STAMPS

ADOLPH'S NOT SO POWER-FUL RIGHT NOW!



According to recent reports, the German householder has been rationed to the extent of a 90% cut in his home use of electricity. Imagine running your own home on 10% of the electricity that you now use!

Electricity is the "life-blood" of war production in Germany—just as it is here. At the start of the war, America had more electric power than all of the Axis countries combined. Now, with Allied bombers knocking out German dams and power plants night after night, the margin of electric power in our favor is constantly growing.

Here in America, the land of free enterprise, the tremendous demands for electricity in war production have been met—with enough left over for all essential civilian requirements. We should be thankful for this—thankful enough to conserve electricity where its use serves no vital war or civilian need. Electricity saved means coal, transportation and manpower saved.

REDDY KILOWATT

Western Massachusetts Electric Company

**ELECTRICITY IS THE LIFE-BLOOD OF WAR PRODUCTION — DON'T WASTE IT!**